



To the Honorable Council
City of Norfolk, Virginia

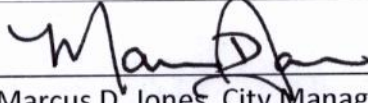
June 14, 2016

From: George M. Homewood, FAICP, CFM, Planning Director

Subject: **Special Exception for a Commercial Drive-Through, ordinance granting a 21st Street Pedestrian Commercial Overlay Development Certificate (PCO-21st Street) and an ordinance to vacate a portion of a Building Line on the north side of W. 20th Street at 2000 Colonial Avenue, Suite 12 – Starbucks**

Reviewed: 
Ronald H. Williams, Jr., Deputy City Manager

Ward/Superward: 2/6

Approved: 
Marcus D. Jones, City Manager

Item Number:

R-8

- I. **Staff Recommendation:** Approval.
- II. **Commission Action:** By a vote of **7 to 0**, the Planning Commission recommends **Approval**.
- III. **Requests:**
 - a. ***Special Exception*** – Commercial Drive-Through
 - b. ***21st Street PCO Development Certificate***
 - c. ***Building Line Vacation***
- IV. **Applicant:** Starbucks
- V. **Description:**
 - The proposal is to redevelop a portion of the site in order to construct a new building with a commercial drive-through.
 - The drive-through is completely internal to the site and thus complies with the PCO standards with no PCO waivers needed.
 - Although the proposed location of a commercial drive-through within a PCO presents an additional design challenge, the proposed site layout will contain and screen the internal circulation of the proposed drive-through, as well as eliminate one of the driveway accesses to the site along W. 20th Street.
 - This may improve the overall safety of pedestrian movement to and from the site and along the adjacent sidewalks.
- VI. **Historic Resources Impacts**

The site is not located within a federal, state, or local historic district.

VII. Public Schools Impacts

This site is located within the Taylor Elementary School, Blair Middle School and Maury High School attendance zones.

Staff point of contact: Matthew Simons at 664-4750, matthew.simons@norfolk.gov

Attachments:

- Proponents and Opponents
- Staff Report to CPC dated May 26, 2016 with attachments
- Letters of support/opposition
- Ordinances

City Planning Commission: May 26, 2016

Executive Secretary: George M. Homewood, FAICP, CFM

Staff: Matthew Simons, AICP, CZA, CFM

JS

M.S.

Staff Report	Item No.	10
Address	2000 Colonial Avenue, Unit 12	
Applicant	Starbucks	
Requests	Special Exception	Commercial Drive-Through
	Development Certificate	For a new building within the Pedestrian Commercial Overlay District (PCO-21 st)
Property Owner	Corner Shops, LLC	
Site Characteristics	Site/Building Area	58,536 sq. ft./1,800 sq. ft.
	Future Land Use Map	Commercial
	Zoning	C-2 (Corridor Commercial) & PCO-21 st districts
	Neighborhood	Ghent
	Character District	Traditional
Surrounding Area	North	C-2 & PCO-21 st : Wells Fargo bank,
	East	C-2 & PCO-21 st : The Corner Shops (retail)
	South	C-2 & PCO-21 st : Bank of America
	West	C-2 & PCO-21 st : Sherwin-Williams Paints; R-14 (High Density Multi-Family): condos



A. Summary of Request

- The site is located on the northeast corner of Colonial Avenue and W. 20th Street within The Corner Shops.
- The proposal is to redevelop a portion of the site in order to construct a new building with a commercial drive-through.

B. Plan Consistency

- The proposed special exception and PCO Development Certificate are consistent with *plaNorfolk2030*, which designates this site as Commercial.
- Within the Creating and Maintaining Healthy and Vibrant Neighborhoods chapter of *plaNorfolk2030*, one of the neighborhoods goals reiterates the purpose statement of the PCO:
 - *PCO zoning districts encourage the location of specialty retail, entertainment, and restaurant uses in concentrations and to a scale that encourages pedestrian movement.*
- A drive-through facility within the PCO is generally unacceptable and should only be permitted if the site layout and building design maintain the intent of the PCO purpose statement.
 - The proposed building will be pulled to the right-of-way edge, with the primary entrance along Colonial Avenue, and the ground floor will consist of active uses that will be transparent along the sidewalk.
 - The drive-through will be oriented to the rear of the building and will be screened from the sidewalk along W. 20th Street with a brick wall and landscape hedge.
 - No new points of vehicular ingress/egress are being created, and one of the existing driveways will be eliminated to reduce the points of vehicular and pedestrian conflict.
 - All of the drive-through operations are internal to the site with no direct ingress/egress from adjacent streets to the drive-through.

C. Zoning Analysis

i. General

- The applicant proposes to demolish an existing nonconforming structure on the site and construct a Starbucks with a commercial drive-through.
- A commercial drive-through is permitted in the PCO-21st district by special exception.
 - The *Zoning Ordinance* states the purpose for requiring a special exception for certain uses as follows:
 - *Special exception uses are those uses having some potential impact or uniqueness which requires a careful review of their location, design, configuration and impacts to determine against fixed standards, the desirability of permitting their establishment on any given site.*

ii. Special Exception

- Automobiles entering and exiting the drive-through would use one of three existing driveways on Colonial Avenue, W. 21st Street or W. 20th Street.
- The conceptual site plan submitted by the applicant complies with *Zoning Ordinance* standards for a commercial drive-through.
- The attached conditions ensure compliance with the adopted general plan and all *Zoning Ordinance* requirements.

iii. PCO-21st Street Development Certificate – Development Standards

- The *Zoning Ordinance* states the purpose of the PCO-21st Street district is *to maintain and enhance the commercial vitality of the 21st Street business area, to expand on the existing nucleus and establish a concentration of pedestrian oriented commercial activities, to insure that new construction and property renovations are harmonious with the special pedestrian character and with the planned public improvements in the district, and to insure that required off-street parking reflects the pedestrian nature and unique development patterns of the district.*
- Building Location and Orientation:
 - The proposed structure is pulled to within five feet of the property line along the principal street, Colonial Avenue.
 - The principal façade and entrance for the building is located along Colonial Avenue.
 - The proposed development complies with the building location and orientation standards of the district.
- Façade Treatment:
 - The ground floor façade along Colonial Avenue is transparent and therefore no waiver is needed.
- Parking Location and Access:
 - Parking is located to the rear of the building, which complies with the PCO development standards.
- Signage:
 - All signage will conform to the PCO development standards.
- Landscaping and Buffering:
 - The landscaping includes a masonry wall 18 to 36 inches in height, to be located along the W. 20th Street property line in order to screen the drive-aisle and surface parking and define the edge of the pedestrian corridor; this conforms to the PCO-21st Street development standards as does the remainder of the proposed landscape treatment.
- Special regulations for drive-throughs within the PCO-21st Street district:
 - The *Zoning Ordinance* states that *access/egress shall be incorporated into permitted curb cuts for parking wherever feasible...impact of the drive-thru on traffic flow on the principal street shall be evaluated in determining whether the drive-thru will be permitted.*
 - The drive-through is completely internal to the site and thus complies with the PCO standards.

- No new driveways will be added, and the westernmost driveway along W. 20th Street will be removed.
- The proposed use and development meets all *Zoning Ordinance* requirements with no waivers necessary.

iv. Parking

- The Corner Shops retail center consists of 10 tenants within 14 commercial suites.
- A parking analysis was performed to determine the parking availability within the center.
 - The current uses within the center, including the existing office building to be demolished, require 69 parking spaces; 56 spaces are currently provided.
 - 12,595 sq. ft. of office (1 space/250 sq. ft.)
 - 7,184 sq. ft. of specialty retail (1 space/666 sq. ft.)
 - 48-seat restaurant (1 space/6 seats)
 - The proposal would demolish a 5,000 sq. ft. office space (20 space parking demand) and replace it with a 1,800 sq. ft. coffee shop with 43 seats (7 space parking demand).
- By replacing the existing office building with a smaller one, the parking demand for the center will be reduced by 13 spaces, and the site will be able to accommodate two additional parking spaces than what is currently available on-site.
 - Following demolition of the existing office building and development of the Starbucks building, the shopping center would altogether require 56 parking spaces and 58 will be provided on-site.

v. Flood Zone

The property is located in the X Flood Zone, which is a low-risk flood zone.

D. Transportation Impacts

- Institute of Transportation Engineers (ITE) figures estimate that that this proposed restaurant with a drive through will generate 1,231 new vehicle trips per day.
- Based upon ITE data, the existing office use on this site would be expected to generate 58 weekday trips while the proposed restaurant would be expected to generate 1,289 trips on weekdays; which translates into an average of 645 vehicles per day entering and exiting the site.
- Experience indicates that majority of travel to the type of use proposed would will not be new trips on the surrounding streets; instead, motorists already traveling the corridors will likely stop in on their way to somewhere else.
- Colonial Avenue adjacent to the site is not identified as a severely congested corridor in either the AM or PM peak hours in the current update to regional Hampton Roads Congestion Management analysis.
- However, W. 21st Street near the site is identified as a severely congested corridor in the PM peak in the current update to regional Hampton Roads Congestion Management analysis.

- The site is near transit service with Hampton Roads Transit bus routes 4 (Church) and 11 (Colonial) operating near the site.
- Colonial Avenue, W. 20th Street and W. 21st Street adjacent to the site are not identified priority corridors in the City of Norfolk Bicycle and Pedestrian Strategic Plan.
- The applicant provided a trip generation, distribution and traffic capacity analysis as performed by Kristen Tynch, Professional Engineer and Transportation Manager at VHB Engineering.
 - Based on existing traffic volume, 20% of the projected traffic is assumed to come from the east on W. 21st Street, 15% from the west on W. 21st Street, 30% from the south on Colonial Avenue and 10% from the north on Colonial Avenue.
 - Both an AM peak (6:00-9:00 AM) and PM peak (3:00-6:00 PM) analysis of the level of service (LOS) was performed to determine the average change in delay per vehicle.
 - For the AM peak, the anticipated change in delay per vehicle is expected to average less than one second of extra delay per vehicle for both east and westbound traffic along W. 20th Street, and no delay for north and southbound traffic along Colonial Avenue.
 - For the PM peak, the anticipated change in delay per vehicle is expected to be less than two seconds of extra delay per vehicle for both east and westbound traffic along W. 20th Street, and no delay for north and southbound traffic along Colonial Avenue.

E. Historic Resources Impacts

The site is not located within a federal, state, or local historic district.

F. Public Schools Impacts

The site is located in the Taylor Elementary School, Blair Middle School and Maury High School attendance zones.

G. Environmental Impacts

The proposed redevelopment will undergo the Site Plan Review process, which will require all site development to adhere to the regulations of the *Zoning Ordinance*, including landscaping and buffering, vehicular circulation, and stormwater improvements.

H. AICUZ Impacts

N/A

I. Surrounding Area/Site Impacts

By requiring this use to conform to the conditions listed below, granting the special exception and development certificate should not have a negative effect on the surrounding area.

J. Payment of Taxes

The owner of the property is current on all real estate taxes.

K. Civic League

Letters were sent to the Ghent Neighborhood League and Ghent Business Association on March 13.

L. Recommendation

- Although the proposed location of a commercial drive-through within a PCO presents an additional design challenge, the proposed site layout will contain and screen the internal circulation of the proposed drive-through, as well as eliminate one of the driveway accesses to the site along W. 20th Street.
 - This may improve the overall safety of pedestrian movement to and from the site and along the adjacent sidewalks.
- All vehicular circulation elements necessary to facilitate the drive-through are designed to be internal to the site and self-contained with no direct egress from the drive-through window.
- Where the drive-through lane intersects an internal pedestrian crossing, the lane will include a painted stop bar with a stop sign and arrow; "Stop here for pedestrians," which includes a brick crosswalk designed to infer that priority of crossing yields to the pedestrian.
- The drive-through lane exists onto existing drive aisles within the Corner Shops; the points of egress for the shopping center are dispersed amongst three separate driveway aprons along three streets: Colonial Avenue, W. 20th Street and W. 21st Street.
- This will mitigate the impacts of a drive-through by dispersing the exiting traffic across three exit options, thus avoiding traffic choke points from forming.
- Staff recommends **approval** of the special exception and PCO-21st Street Development Certificate, subject to the following condition:

Special Exception Conditions – Commercial Drive-Through

- (a) The site shall be generally designed in accordance with the conceptual site plan prepared by VHB, dated May 18, 2016, attached hereto and marked as "Exhibit A," subject to any revisions required by the City to be made during the Site Plan Review and building permit plan review processes.
- (b) The site shall be developed to reflect the general massing, materials, fenestration and design elements for the north, south, east and west side of the building as shown in the elevations dated March 14, 2016, attached hereto and marked as "Exhibit B," subject to any revisions required by the City to be made during the Site Plan Review and building permit plan review processes.
- (c) All signage on the site shall conform to the material, size and placement standards depicted in the sign package, attached hereto, and marked as "Exhibit C," subject to any required revisions made during the Site Plan Review and building permit plan review processes.

- (d) A brick or masonry wall, between 18 and 36 inches high, shall be installed along the West 22nd Street public rights-of-way, excluding pedestrian and vehicle ingress/egress access points and any easements or sight-distance triangles determined as conflicting with the placement of such wall as identified during the City's Site Plan Review Process. The brick or masonry wall shall include a contiguous landscape hedge at the base.
- (e) No smoking shall be permitted anywhere in the outdoor dining area and signage to this effect shall be conspicuously posted.
- (f) The existing trees in the right-of-way along Colonial Avenue shall be preserved and not removed.
- (g) Landscaping shall be installed and maintained at the base of any freestanding sign in accordance with the provisions of section 16-6 of the *Zoning Ordinance of the City of Norfolk, 1992* (as amended). The landscaping shall be maintained at all times.
- (h) All landscaping installed on the site shall be maintained in a healthy growing condition at all times and shall be replaced when necessary.
- (i) Notwithstanding any other regulations pertaining to temporary window signage within Chapter 16 of the Zoning Ordinance of the City of Norfolk, 1992 (as amended), no less than 85% of the glass areas of the ground floor of the building shall be transparent as defined in the Zoning Ordinance.
- (j) The use of temporary signs shall comply with Chapter 16 of the Zoning Ordinance of the City of Norfolk, 1992 (as amended). The use of feather flags, pennants, and streamers is prohibited.
- (k) All bollards on the site shall be painted and maintained free of visible corrosion.
- (l) On-site lighting shall be directed and shielded so as not to cast glare onto any adjacent residential properties.
- (m) Dumpsters shall be gated and not visible from any public right-of-way, and will be screened with masonry walls that complement the proposed building.
- (n) During all hours of operation the establishment operator shall be responsible for maintaining the property, those portions of public rights-of-way improved by sidewalk, and those portions of any parking lot adjacent to and used by customers of the premises regulated by the Special Exception so as to keep such areas free of litter, refuse, solid waste, snow, ice, and any bodily discharge.
- (o) The property shall be kept in a clean and sanitary condition at all times.

- (p) The establishment shall maintain a current, active business license at all times while in operation.
- (q) No business license shall be issued until conditions (a), (b), (c), (d), (g), (l) and (m) have all been implemented fully on the site.

PCO-21st Street Development Certificate

- (a) The site shall be generally designed in accordance with the conceptual site plan prepared by VHB, dated May 18, 2016, attached hereto and marked as "Exhibit A," subject to any revisions required by the City to be made during the Site Plan Review and building permit plan review processes.
- (b) The site shall be developed to reflect the general massing, materials, fenestration and design elements for the north, south, east and west side of the building as shown in the elevations dated March 14, 2016, attached hereto and marked as "Exhibit B," subject to any revisions required by the City to be made during the Site Plan Review and building permit plan review processes.
- (c) A brick or masonry wall, between 18 and 36 inches high, shall be installed along the West 22nd Street public rights-of-way, excluding pedestrian and vehicle ingress/egress access points and any easements or sight-distance triangles determined as conflicting with the placement of such wall as identified during the City's Site Plan Review Process. The brick or masonry wall shall include a contiguous landscape hedge at the base.

Attachments

Location Map
Zoning Map
1000' radii map of commercial drive-throughs
Applications
Conceptual Site Plan – Starbucks
Conceptual Site Plan – Corner Shops
Proposed Building Elevations
Proposed Sign Package
Engineered Traffic Study
Notice to the Ghent Neighborhood League and Ghent Business Association
Letter from the Ghent Neighborhood League
Letter from the Ghent Business Association and subsequent notice of pending revote
Letters of support – Ghent residents

Proponents and Opponents

Proponents Present at Public Hearing (39)

Jeff Cooper – Applicant/Property Owner
555 E. Main Street, Suite 1100
Norfolk, VA 23510

Kristen Tynch – Representative, engineer
VHB
4500 Main Street, Suite 400
Virginia Beach, VA 23462

Robyn Thomas – Representative, architect
913 W. 21st Street, Suite C
Norfolk, VA 23517

Angel Chin
2000 Colonial Avenue, Suite 7
Norfolk, VA 23517

Dave McDonald
424 W. 21st Street
Norfolk, VA 23517

Billy King
999 Waterside Drive, Suite 1400
Norfolk, VA 23510

Mark Carrier
350 W. 22nd Street
Norfolk, VA 23517

Margie Tekamp
327 Fairfax Avenue
Norfolk, VA 23507

Linwood Beckner
296 College Place
Norfolk, VA 23510

Jack Plomgren
1611-B Colley Avenue
Norfolk, VA 23517

Jeffrey Brooke
1341 Botetourt Gardens
Norfolk, VA 23517

Larry Brett
517 Warren Crescent
Norfolk, VA 23507

Joe Bushey
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Virginia Beach, VA 23456

Joe Vita
7315 Colony Point Road
Norfolk, VA 23505

Robyn Muscara
738 W. 22nd Street, Suite 15
Norfolk, VA 23517

Ed Kimple
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Norfolk, VA 23508

Edward Kaufman
530 Raleigh Avenue
Norfolk, VA 23507

Phillip Ecerlg
216 Warren Street, Unit 7
Norfolk, VA 23505

Rachael Spruill
1348 Bayonne Street
Norfolk, VA 23505

Camille Cooper
117 Buckingham Avenue
Norfolk, VA 23508

Leah Cooper
117 Buckingham Avenue
Norfolk, VA 23508

Allison Cooper
804 Botetourt Gardens
Norfolk, VA 23507

Cynthia Vasquez
555 E. Main Street
Norfolk, VA 23510

Andy Stein
999 Waterside Drive, Suite 1400
Norfolk, VA 23510

Warren Tisdale
440 Monticello Avenue, Suite 2200
Norfolk, VA 23510

Wick Smith
934 Larchmont Crescent
Norfolk, VA 23508

Denbeigh Marchant
226 58th Street
Virginia Beach, VA 23451

Raymond Hicks
605 Pinewood Drive
Virginia Beach, VA 23451

Mary Yelinek
222 Central Park Drive, Suite 1820
Virginia Beach, VA 23462

Charles M. Cooper
7339 Barberry Lane
Norfolk, VA 23505

John Cooper
117 Buckingham Avenue
Norfolk, VA 23508

Erik Cooper
414 Brackenridge Avenue
Norfolk, VA 23505

Jon Pavilack
1141 Cedar Point Drive
Virginia Beach, VA 23451

Linda Staetling
555 E. Main Street, Suite 1100
Norfolk, VA 23510

Bob King
1432 Graydon Place
Norfolk, VA 23507

Hugh Tierney
731 9th Street
Virginia Beach, VA 23451

Jeff Parker
5310 Rolfe Avenue
Norfolk, VA 23508

Lindsey Bilisoly
1435 W. Princess Anne Road
Norfolk, VA 23507

David Chase
1515 Trouville Avenue
Norfolk, VA 23505

Opponents Present at Public Hearing (3)

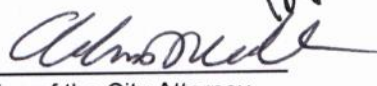
Richard Levin
610 Pembroke Avenue
Norfolk, VA 23507

Norma Dorey
710 W. 21st Street
Norfolk, VA 23517

Emily R. Birknes
212 Colonial Avenue
Norfolk, VA 23507

05/25/2016 lds

Form and Correctness Approved: 

By 
Office of the City Attorney

Contents Approved: 

By 
DEPT.

NORFOLK, VIRGINIA

ORDINANCE No.

AN ORDINANCE GRANTING A SPECIAL EXCEPTION TO PERMIT THE OPERATION OF A COMMERCIAL DRIVE-THROUGH FOR "STARBUCKS" ON PROPERTY LOCATED AT 2000 COLONIAL AVENUE, UNIT 12.

- - -

BE IT ORDAINED by the Council of the City of Norfolk:

Section 1:- That a Special Exception is hereby granted authorizing the operation of a Commercial Drive-Through for "Starbucks" on property located at 2000 Colonial Avenue, unit 12. The property which is the subject of this Special Exception is more fully described as follows:

Property fronts 226 feet, more or less, along the eastern line of Colonial Avenue, 287 feet, more or less, along the northern line of West 20th Street, and 235 feet, more or less, along the southern line of West 21st Street; premises numbered 2000 Colonial Avenue, unit 12.

Section 2:- That the Special Exception granted hereby shall be subject to the following conditions:

- (a) The site shall be generally designed in accordance with the conceptual site plan prepared by VHB, dated May 18, 2016, attached hereto and marked as "Exhibit A," subject to any revisions required by the City to be made during the Site Plan Review and building permit plan review processes.
- (b) The site shall be developed to reflect the general massing, materials, fenestration and design elements for the north, south, east and west side of the building as shown in the elevations dated March 14, 2016, attached hereto and marked as "Exhibit B," subject to any revisions required by the City to be made during the Site Plan Review and building permit plan review processes.

- (c) All signage on the site shall conform to the material, size and placement standards depicted in the sign package, attached hereto, and marked as "Exhibit C," subject to any required revisions made during the Site Plan Review and building permit plan review processes.
- (d) A brick or masonry wall, between 18 and 36 inches high, shall be installed along the West 20th Street right-of-way, excluding pedestrian and vehicle ingress/egress access points and any easements or sight-distance triangles determined as conflicting with the placement of such wall as identified during the City's Site Plan Review process. The brick or masonry wall shall include a contiguous landscape hedge at the base.
- (e) No smoking shall be permitted anywhere in the outdoor dining area.
- (f) The existing trees in the right-of-way along Colonial Avenue shall be preserved and not removed.
- (g) Landscaping shall be installed and maintained at the base of any freestanding sign in accordance with the provisions of section 16-6 of the Zoning Ordinance of the City of Norfolk, 1992 (as amended).
- (h) All landscaping installed on the site shall be maintained in a healthy growing condition at all times and shall be replaced when necessary.
- (i) Notwithstanding any other regulations pertaining to temporary window signage within Chapter 16 of the Zoning Ordinance of the City of Norfolk, 1992 (as amended), no less than 85% of the glass areas of the ground floor of the building shall be transparent as defined in the Zoning Ordinance.
- (j) The use of temporary signs shall comply with Chapter 16 of the Zoning Ordinance of the City of Norfolk, 1992 (as amended). The use of feather signs, flag signs, and pennants is expressly prohibited.

- (k) All bollards on the site shall be painted and maintained free of visible corrosion.
- (l) On-site lighting shall be directed and shielded so as not to cast glare onto any adjacent residential properties.
- (m) Dumpsters shall be gated and not visible from any public right-of-way, and will be screened with masonry walls that complement the proposed building.
- (n) During all hours of operation the establishment operator shall be responsible for maintaining the property, those portions of public rights-of-way improved by sidewalk, and those portions of any parking lot adjacent to and used by customers of the premises regulated by the Special Exception so as to keep such areas free of litter and refuse.
- (o) The property shall be kept in a clean and sanitary condition at all times.
- (p) The establishment shall maintain a current, active business license at all times while in operation.
- (q) No business license shall be issued until conditions (a), (b), (c), (d), (g), (l) and (m) have all been implemented fully on the site.

Section 3:- That the City Council hereby determines that the Special Exception granted herein complies with each of the requirements of § 25-7 of the Zoning Ordinance of the City of Norfolk, 1992 (as amended), namely that:

- (a) The proposed use and development will be in harmony with the objectives and policies of the adopted General Plan of Norfolk and with the general and specific purposes for which this ordinance was enacted and for which the regulations of the district in question were established;
- (b) The proposed use and development will not substantially diminish or impair the value of the property within the neighborhood in which it is located;

- (c) The proposed use and development will not have an adverse effect upon the character of the area or the public health, safety and general welfare. Conditions may be applied to the proposed use and development, as specified in section 25-8 below, to mitigate potential adverse impacts;
- (d) The proposed use and development will be constructed, arranged and operated so as not to interfere with the use and development of neighboring property in accordance with the applicable district regulations;
- (e) The proposed use and development will be served adequately by essential public facilities and services such as streets, public utilities, drainage structures, police and fire protection, refuse disposal, parks, libraries, and schools;
- (f) The proposed use and development will not cause undue traffic congestion nor draw significant amounts of traffic through residential streets;
- (g) The proposed use and development will not result in the destruction, loss or damage of natural, scenic or historic features of significant importance;
- (h) The proposed use and development will not cause substantial air, water, soil or noise pollution or other types of pollution which cannot be mitigated;
- (i) The proposed use and development will not cause a negative cumulative effect, when its effect is considered in conjunction with the cumulative effect of various special exception uses of all types on the immediate neighborhood and the effect of the proposed type of special exception use on the city as a whole;
- (j) The proposed use and development complies with all additional standards imposed on it by the particular provisions of the ordinance authorizing such use; and
- (k) No application for a special exception shall be recommended or granted until any and all delinquent real estate taxes owed to the City of Norfolk on

the subject property have been paid.

Section 4:- That this ordinance shall be in effect from the date of its adoption.

ATTACHMENTS:

Exhibit A (1 page)

Exhibit B (3 pages)

Exhibit C (1 page)

Exhibit A

Colonial Avenue

5' Maximum Building Setback along Colonial Avenue per 21st Street POC District

Pedestrian Crossing

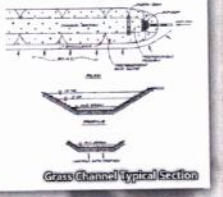
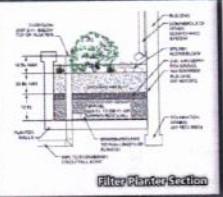
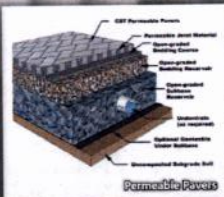


STOP
DRIVE THRU

STARBUCKS COFFEE

5' Side Yard Setback
Property Line

W/20th Street



LEGEND

- (A) Permeable Paver Outdoor Plaza/Seating Area
- (B) Permeable Paver Entrance
- (C) Existing Street Trees
- (D) Bike Rack
- (E) EcoDog Fountain
- (F) Planting Area
- (G) Lawn
- (H) Filter Planter
- (I) Menu Board & Order Speaker
- (J) 54" High Hedgerow
- (K) Brick Wall
- (L) Grass Channel
- (M) Drive-Thru Directional Signage
- (N) Existing Shops



PROJECT NUMBER: 33845.02
FILE PATH: \\vabedata\projects\33845.02 DesignGhentStarbucks\graphics\BOARDS
NOTE: THE INFORMATION PROVIDED ON THIS DOCUMENT SHOULD BE TREATED AS CONCEPTUAL ONLY AND MAY BE SUBJECT TO CHANGE. © 2014 VHB

SCALE IN FEET
0' 10' 20'



WATER QUALITY AND QUANTITY EXHIBIT
STARBUCKS
GHENT • NORFOLK, VIRGINIA
DATE: May 18, 2014

Exhibit B



WEST ELEVATION

TRANSPARENCY REQUIREMENT = 50% frontage
REQUIRED = 10' (height) x 71.3' (linear feet) x (.5) = 356.5 square feet
ACTUAL = 358.2 square feet



SOUTH ELEVATION



EAST ELEVATION



NORTH ELEVATION

STARBUCKS

GHENT - NORFOLK - VIRGINIA
DATE: MARCH 14, 2016



VIEW "A"

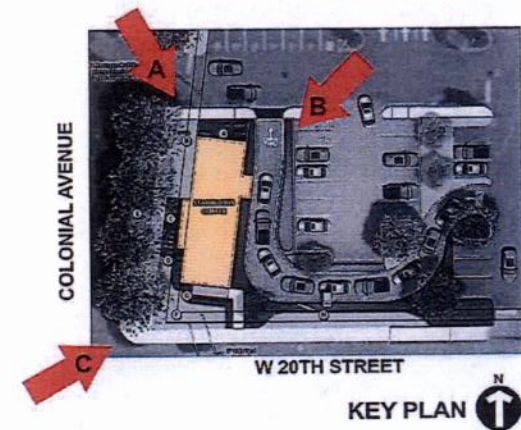


VIEW "B"



VIEW "C"

STARBUCKS
GHENT - NORFOLK - VIRGINIA
DATE: MARCH 14, 2016





2X2 STEEL FRAME WITH DECORATIVE
METAL PANEL AND STARBUCKS LOGO.
ELEMENT BELOW SIGN TO FUNCTION
AS A TRELLIS FOR PLANTING

STARBUCKS
GHENT - NORFOLK - VIRGINIA

- 1 48" ILLUMINATED LOGO DISK
- 2 48" ILLUMINATED DRIVE-THRU SIGN
- 3 16" WHITE ILLUMINATED WORDMARK
- 4 DECORATIVE SCNCES
- 5 SECURITY LIGHT
- 6 NEW LANDSCAPING TO SCREEN SERVICE DOOR
- 7 DRIVE-THRU WINDOW SHOWN ON LL DRAWINGS WILL NEED TO BE UPDATED TO MATCH STARBUCKS HURRICANE WINDOW SPEC AS SHOWN

LOWER PARAPET
18' - 4 3/4"

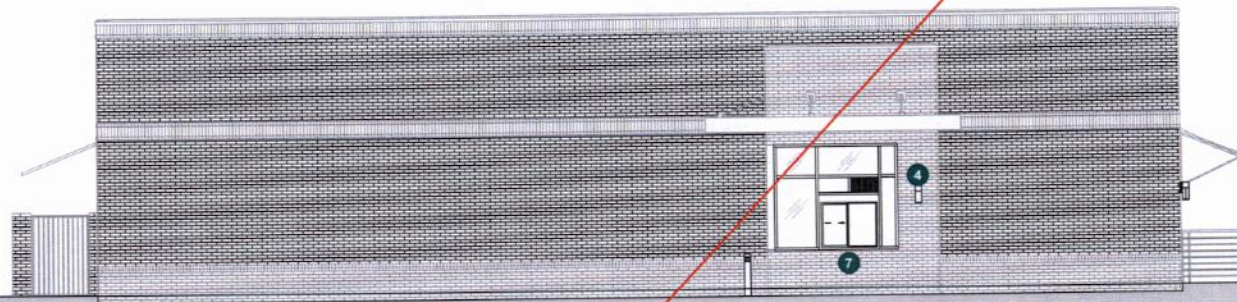
LOWER PARAPET
16' - 2 3/4"

CEILING
12' - 6"

OVERHANG
10' - 10"

FLOOR PLAN
0' - 6"

PROPOSED WEST ELEVATION
SCALE: 1/8" : 1'-0"



LOWER PARAPET
18' - 4 3/4"

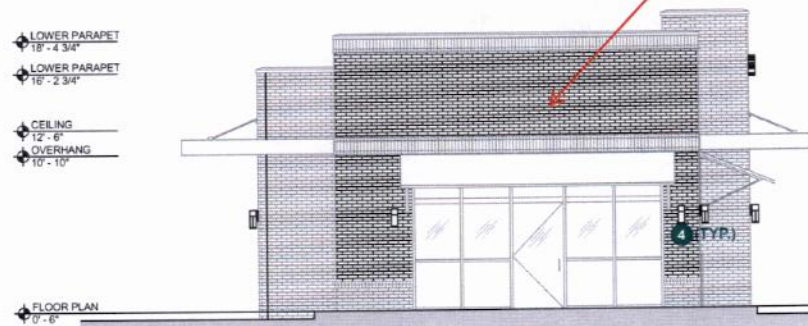
LOWER PARAPET
16' - 2 3/4"

CEILING
12' - 6"

OVERHANG
10' - 10"

FLOOR PLAN
0' - 6"

PROPOSED EAST ELEVATION
SCALE: 1/8" : 1'-0"



LOWER PARAPET
18' - 4 3/4"

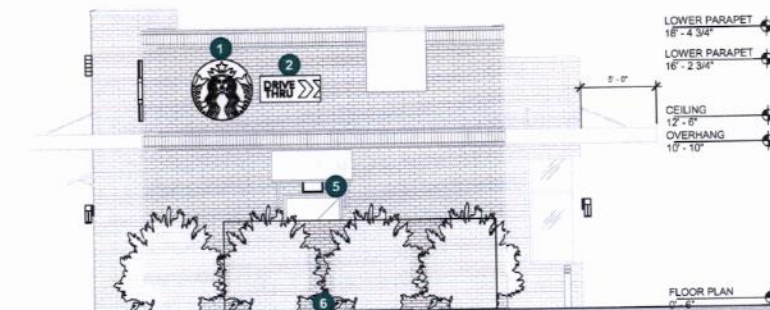
LOWER PARAPET
16' - 2 3/4"

CEILING
12' - 6"

OVERHANG
10' - 10"

FLOOR PLAN
0' - 6"

PROPOSED NORTH ELEVATION
SCALE: 1/8" : 1'-0"



LOWER PARAPET
18' - 4 3/4"

LOWER PARAPET
16' - 2 3/4"

CEILING
12' - 6"

OVERHANG
10' - 10"

FLOOR PLAN
0' - 6"

PROPOSED SOUTH ELEVATION
SCALE: 1/8" : 1'-0"

ALLOWED SIGNAGE REQUIREMENTS:

WALL SIGNS

1 SF PER 1 FT OF BUILDING FRONTAGE FACING PUBLIC STREET. WALL SIGNS MAY ONLY BE PLACED ON STREET-FACING FACADES.

PROPOSED SIGNAGE:

PROPOSED SOUTH ELEVATION:

ALLOWABLE: 23 SF
48IN ILLUMINATED LOGO DISK: 12.6 SF
48 IN DRIVE-THRU SIGN: 6.96 SF
TOTAL: 19.56 SF

PROPOSED WEST ELEVATION:

ALLOWABLE: 71 SF
48IN ILLUMINATED LOGO DISK: 12.6 SF
48 IN DRIVE-THRU SIGN: 6.96 SF
16IN ILLUMINATED WORDMARK: 28.7 SF
TOTAL: 48.26 SF

Review comments
from RDO (Sheryl)
as well.

Exhibit C



SCHEMATIC DESIGN PHASE 1

CORE 07867 COLONIAL AVE. @ W. 20TH ST.

IN PROGRESS

DESIGN TEAM: E. ZAKAMAREK / NORR

SIGNAGE & EXTERIOR ELEVATIONS

09/18/2015

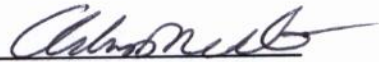
3

Form and Correctness Approved:



By

Office of the City Attorney



NORFOLK, VIRGINIA

Contents Approved: 

By

DEPT.



ORDINANCE No.

AN ORDINANCE GRANTING A PEDESTRIAN COMMERCIAL OVERLAY DISTRICT DEVELOPMENT CERTIFICATE TO PERMIT THE CONSTRUCTION OF A NEW RETAIL SALES AND EATING ESTABLISHMENT ON PROPERTY LOCATED AT 2000 COLONIAL AVENUE, UNIT 12.

- - -

BE IT ORDAINED by the Council of the City of Norfolk:

Section 1: - That a Pedestrian Commercial Overlay District (PCO) Development Certificate is hereby granted to permit the construction of a new retail sales and eating establishment on property located at 2000 Colonial Avenue, unit 12. The property to which this PCO Development Certificate applies is more fully described as follows:

Property fronts 226 feet, more or less, along the eastern line of Colonial Avenue, 287 feet, more or less, along the northern line of West 20th Street, and 235 feet, more or less, along the southern line of West 21st Street; premises numbered 2000 Colonial Avenue, unit 12.

Section 2:- That the PCO Development Certificate granted hereby shall be subject to the following conditions:

- (a) The site shall be generally designed in accordance with the conceptual site plan prepared by VHB, dated May 18, 2016, attached hereto and marked as "Exhibit A," subject to any revisions required by the City to be made during the Site Plan Review and building permit plan review processes.
- (b) The site shall be developed to reflect the general massing, materials, fenestration and design elements for the north, south, east and west side of the building as shown in the elevations dated March 14, 2016, attached hereto and marked as "Exhibit B," subject to any revisions required by the City to be made during the Site Plan Review and

building permit plan review processes.

- (c) A brick or masonry wall between 18 and 36 inches high shall be installed along the West 20th Street right-of-way, excluding pedestrian and vehicle ingress/egress access points and any easements or sight-distance triangles determined as conflicting with the placement of such wall as identified during the City's Site Plan Review process. The brick or masonry wall shall include a contiguous landscape hedge at the base.
- (d) Any subsequent changes made to the project, as described in the staff report and as approved through this development certificate process, shall be reviewed as an amendment to the development certificate.

Section 3:- That this ordinance shall be in effect from the date of its adoption.

ATTACHMENTS:

Exhibit A (1 page)

Exhibit B (3 pages)

Exhibit A

Colonial Avenue

5' Maximum Building Setback along Colonial Avenue per 21.5 Street PGO District

Pedestrian Crossing



STOP
DRIVE THRU

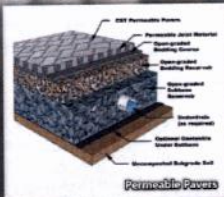
STARBUCKS COFFEE

5' Side Yard Setback
Property Line

W 20th Street



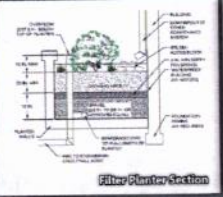
EcoDog Fountain



Permeable Pavers



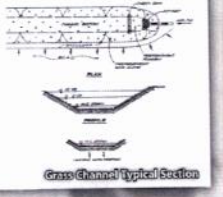
Filter Planter



Filter Planter Section



Grass Channel



Grass Channel Typical Section

LEGEND

- (A) Permeable Paver Outdoor Plaza/Seating Area
- (B) Permeable Paver Entrance
- (C) Existing Street Trees
- (D) Bike Rack
- (E) EcoDog Fountain
- (F) Planting Area
- (G) Lawn
- (H) Filter Planter
- (I) Menu Board & Order Speaker
- (J) 54" High Hedgerow
- (K) Brick Wall
- (L) Grass Channel
- (M) Drive-Thru Directional Signage
- (N) Existing Shops



PROJECT NUMBER: 33845.02
FILE PATH: \\vabedat\projects\33845.02 Design\GhentStarbucks\graphics\BOARDS
NOTE: THE INFORMATION PROVIDED ON THIS DOCUMENT SHOULD BE TREATED AS CONCEPTUAL ONLY AND MAY BE SUBJECT TO CHANGE. © 2016 VHB

SCALE IN FEET
0' 10' 20'



WATER QUALITY AND QUANTITY EXHIBIT
STARBUCKS
GHENT • NORFOLK, VIRGINIA
DATE: May 18, 2016

Exhibit B



WEST ELEVATION

TRANSPARENCY REQUIREMENT = 50% frontage
REQUIRED = 10' (height) x 71.3' (linear feet) x (.5) = 356.5 square feet
ACTUAL = 358.2 square feet



SOUTH ELEVATION



EAST ELEVATION



NORTH ELEVATION

STARBUCKS

GHENT - NORFOLK - VIRGINIA
DATE: MARCH 14, 2016



VIEW "A"

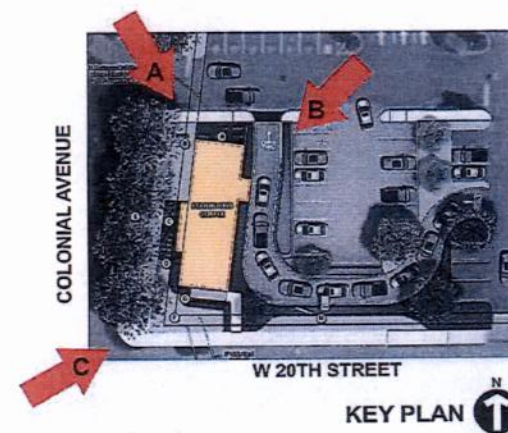


VIEW "B"



VIEW "C"

STARBUCKS
 GHENT - NORFOLK - VIRGINIA
 DATE: MARCH 14, 2016






2X2 STEEL FRAME WITH DECORATIVE
METAL PANEL AND STARBUCKS LOGO.
ELEMENT BELOW SIGN TO FUNCTION
AS A TRELLIS FOR PLANTING



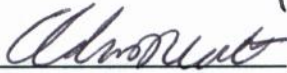
STEEL RAILING SYSTEM
WITH DECORATIVE
METAL PANEL

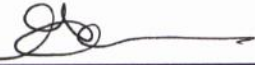
STARBUCKS

GHENT - NORFOLK - VIRGINIA

Form and Correctness Approved: 

Contents Approved: 

By 
Office of the City Attorney

By 
DEPT.

NORFOLK, VIRGINIA

ORDINANCE No.

AN ORDINANCE VACATING A PORTION OF A BUILDING LINE SITUATED ON THE NORTH SIDE OF WEST 20TH STREET BETWEEN COLONIAL AVENUE AND DEBREE AVENUE.

- - -

WHEREAS, by Ordinance numbered 18,425, adopted by the City Council on August 7, 1956 and made effective on September 6, 1956, a building line was established on the northern side of West 20th Street between Colonial Avenue and Debreë Avenue in the City of Norfolk, described on a plat entitled "Plat Showing Widening of 20th Street," prepared by the Division of Surveys, Department of Public Works, City of Norfolk, and dated March, 1956; and

WHEREAS, the City Council has determined that all that portion of the building line described below should be vacated, in part, because the purposes for which the line was originally established have materially changed; now, therefore,

BE IT ORDAINED by the Council of the City of Norfolk:

Section 1:- That the westernmost 287 feet, more or less, of the building line situated on the north side of West 20th Street between Colonial Avenue and Debreë Avenue and previously established by the City Council (Ordinance No. 18,425) is hereby vacated. Said portion is more particularly described as follows:

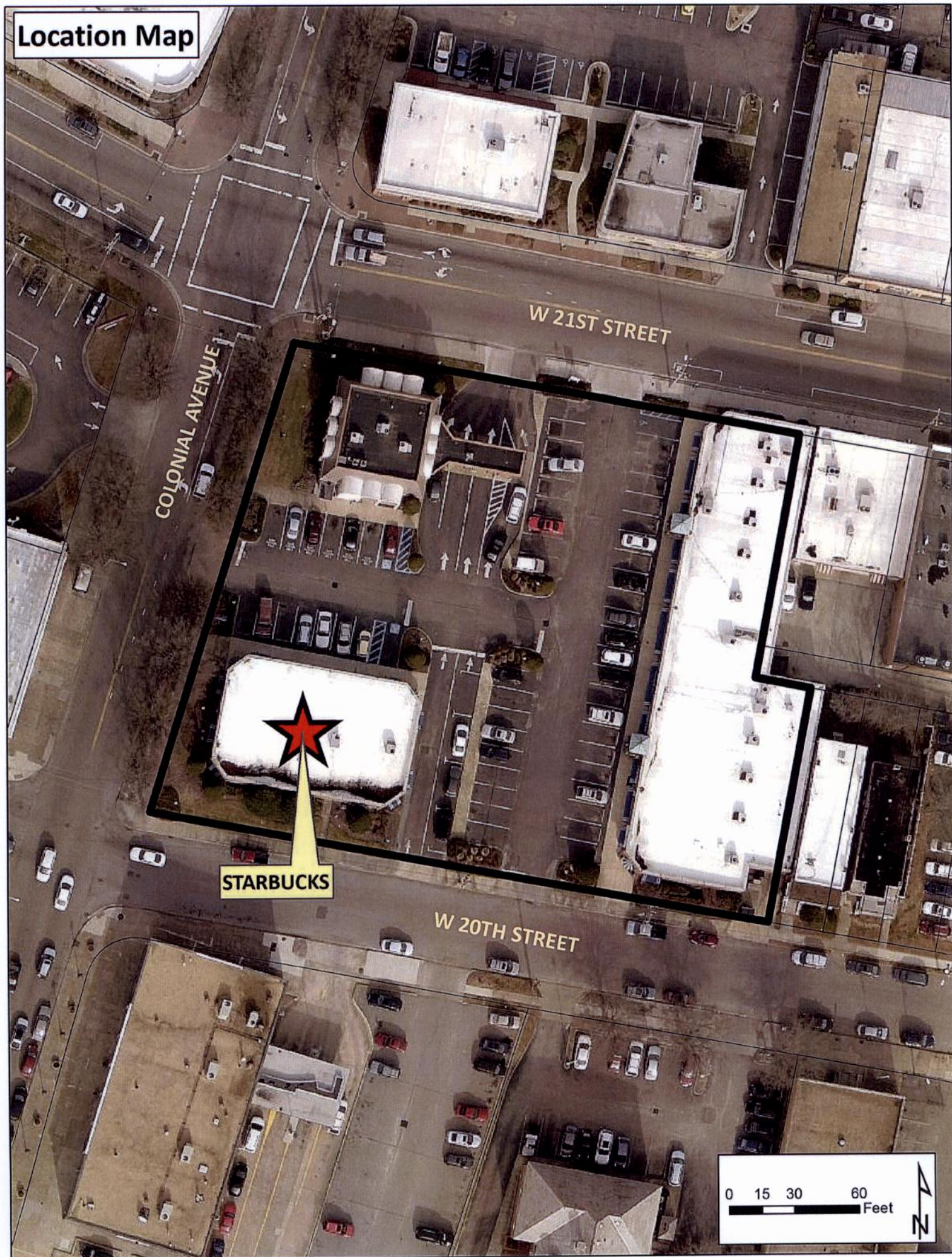
All that portion of the building line established by Ordinance numbered 18,425 situated on the north side of

West 20th Street beginning at the eastern line of Colonial Avenue and extending eastwardly 287 feet, more or less; said portion of the building line being that which is located on Lots 1 and 9 of Block 8 of the plat of Fairmont Land & Building Corp. dated January, 1908 and Lots 171, 170, 169, 168 and 167 of the plat of Home Land Company dated December, 1887.

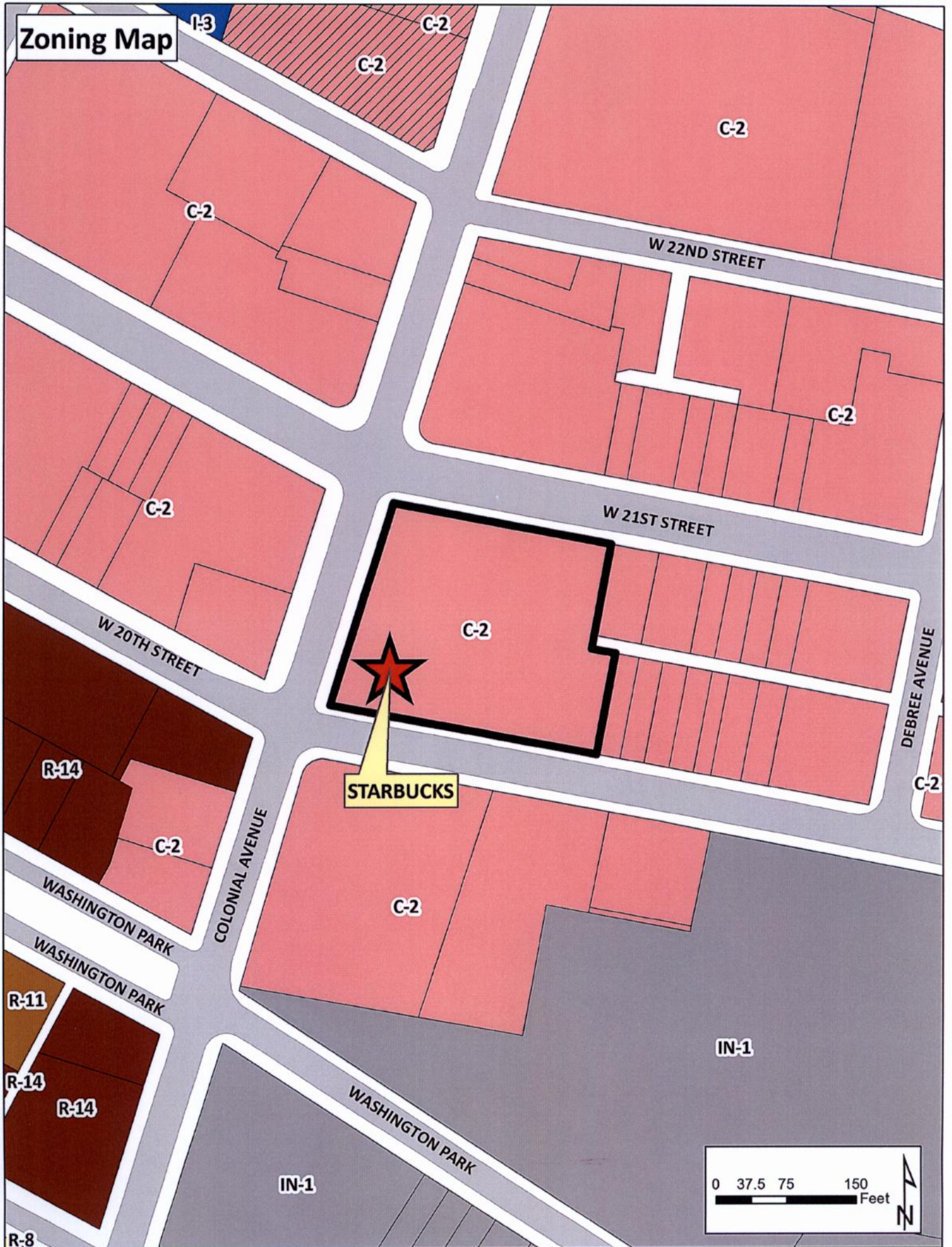
Section 2:- That the City Manager shall do all things necessary to properly reflect in the public records of the City of Norfolk the vacation of the aforementioned portion of the building line.

Section 3:- That this ordinance shall be in effect from the date of its adoption.

Location Map



Zoning Map



Use Proximity Map

1000'

Bank of
Hampton Roads

Monarch Bank


BB&T


Wells Fargo

Hardees

STARBUCKS


Bank of America

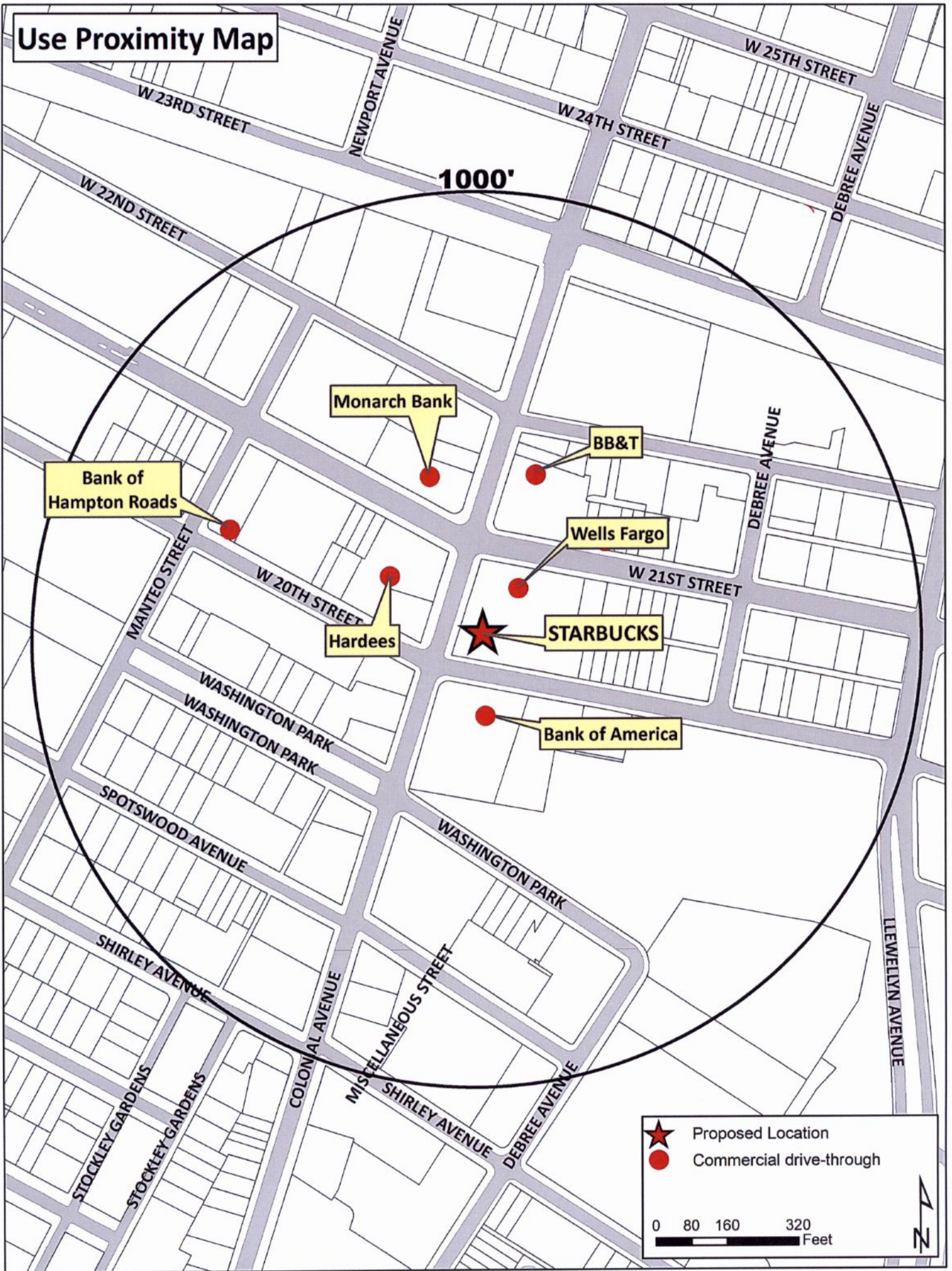
 Proposed Location

 Commercial drive-through

080160320

Feet







**APPLICATION
SPECIAL EXCEPTION**

Special Exception for: Starbucks - Drive Thru.

Date of application: 3/14/16.

DESCRIPTION OF PROPERTY UNIT 12.

Property location: (Street Number) 2000 (Street Name) Colonial Ave

Existing Use of Property COMMERCIAL

Current Building Square Footage 5,000 SF.

Proposed Use STARBUCKS COFFEE SHOP.

Proposed Square Footage 1800 SF

Proposed Hours of Operation:

Weekday From _____ To _____

Friday From _____ To _____

Saturday From _____ To _____

Sunday From _____ To _____

Trade Name of Business (If applicable) STARBUCKS.

DEPARTMENT OF CITY PLANNING

810 Union Street, Room 508

Norfolk, Virginia 23510

Telephone (757) 664-4752 Fax (757) 441-1569

(Revised January, 2015)

APPLICANT

(If applicant is a LLC or a Corp./Inc., include name of official representative and/or all partners)

CORNER SHOPS, LLC

1. Name of applicant: (Last) ~~Cooper~~ Cooper (First) Jefferson (MI) S

Mailing address of applicant (Street/P.O. Box): 555 E. Main Street, Suite 1100
(City) Norfolk (State) VA (Zip Code) 23510

Daytime telephone number of applicant (757) 622-2768 Fax (757) 625-3717

E-mail address of applicant: jcooper@cooperrealtyva.com

AUTHORIZED AGENT (if applicable)

(If agent is a LLC or a Corp./Inc., include name of official representative and/or all partners)

2. Name of applicant: (Last) Thomas (First) Robin (MI) d

Mailing address of applicant (Street/P.O. Box): 913 W 21st St 'c'
(City) Norfolk (State) VA (Zip Code) 23517

Daytime telephone number of applicant () 757-343-9567 Fax ()

E-mail address of applicant: rthomas@robynthomasarchitect.com

PROPERTY OWNER

(If property owner is a LLC or a Corp./Inc., include name of official representative and/or all partners)

Same as APPLICANT

3. Name of property owner: (Last) (First) (MI)

Mailing address of property owner (Street/P.O. box):

(City) (State) (Zip Code)

Daytime telephone number of owner () email:

DEPARTMENT OF CITY PLANNING

810 Union Street, Room 508
Norfolk, Virginia 23510

Telephone (757) 664-4752 Fax (757) 441-1569

(Revised January, 2015)

CIVIC LEAGUE INFORMATION

Civic League contact: PRELIM MTS w/ CIVIL COMMERCIAL COMMITTEE
Date(s) contacted: ATTENDING. GEN. MGMT. MTS. 3/17/16.
Ward/Super Ward information: ATTENDED GSA MTS 3/9/16.

CERTIFICATION:

I hereby submit this complete application and certify the information contained herein is true and accurate to the best of my knowledge:

Print name: CORNER SHOPS, LLC
By Jefferson S. Cooper Sign: Jeff S Cooper 3/14/16
(Property Owner or Authorized Agent or Signature) (Date)

Print name: Jefferson S. Cooper Sign: Jeff S Cooper 3/14/16
(Applicant) (Date)

ONLY NEEDED IF APPLICABLE:

Print name: Robin Thomas Sign: [Signature] 3/14/16
(Authorized Agent Signature) (Date)

DEPARTMENT OF CITY PLANNING

810 Union Street, Room 508
Norfolk, Virginia 23510

Telephone (757) 664-4752 Fax (757) 441-1569

(Revised January, 2015)



APPLICATION
Pedestrian Commercial Overlay Development Certificate

Date of application: 3/18/16

DESCRIPTION OF PROPERTY

Proposed Location of Property: Street Number) Unit 12 2000 (Street Name) Colonial Ave

Zoning Classification: C-2 21st St PCO District

Existing Use of Property: COMMERCIAL

Current Building Square Footage 5000 SF

Proposed Use COFFEE SHOP w/ DRIVE THRU.

Trade Name of Business (If applicable) STARBUCKS

APPLICANT/ PROPERTY OWNER

1. Name of applicant: (Last) Cooper Sidops, LLC Cooper (First) JEFFERSON (MI) S

Mailing address of applicant (Street/P.O. Box): 555 E MAIN STREET Suite 400
(City) Norfolk (State) VA (Zip Code) 23510

Daytime telephone number of applicant (757) 622-2768 Fax (757) 625-3717

E-mail address of applicant: jcooper@cooperrealtyva.com

2. Name of property owner: (Last) same as applicant (First) _____ (MI) _____

Mailing address of property owner (Street/P.O. box): _____

(City) _____ (State) _____ (Zip Code) _____

Daytime telephone number of owner () _____ Fax number () _____

DEPARTMENT OF CITY PLANNING

810 Union Street, Room 508

Norfolk, Virginia 23510

Telephone (757) 664-4752 Fax (757) 441-1569

(Revised December, 2014)

CIVIC LEAGUE INFORMATION

Civic League contact: ATTENDANT AND HEARING 3/17/16

Date(s) contacted: _____

Ward/Super Ward Information: _____

CRITERIA FOR REVIEW

Please provide the following information:

- (a) Use characteristics of the proposed development, including the types of ground-floor active uses and activity continuity along the street front. FREESTANDING ONE STORY BUILDING W/ INTERIOR ^{SEATING} AND EXTERIOR PATIO SEATING EXTENDING TO THE SIDEWALK.
- (b) Location and adequacy of off-street parking and loading provisions, including desirability of bicycle parking. OFF STREET PARKING IS DIRECTLY ADJACENT TO THE BUILDING / 5 BIKE RACKS (10 BIKES) ARE LOCATED ADJ TO THE FRONT ENTRANCE
- (c) Architectural relationships, both formal and functional, of the proposed development of both surrounding buildings and the public right-of-way, including siting, massing, proportion, and scale. THE BUILDING SITS IN THE SW CORNER OF THE CORNER SHOPPING CENTER. THE BUILDING MATCHES THE EXIST. BUILD. THE DESIGN INCORP DECORATIVE
- (d) Suitability of signs, landscape, lighting, and other site or building features in relations to the existing or planned public improvements in the district. ALL SIGNAGE IS LOCATED ON THE BUILDING & WELL WITHIN ACCESSIBLE SEE. THE DRIVE THRU LANES ARE SCREENED FROM 20TH ST WITH A 54" HIGH HEDGE ROW. A FILTER PLANTER IS LOCATED ON THE EAST SIDE OF THE BUILDING. PERMEABLE PAVEMENT ARE BEING USED FOR OUTDOOR SEATING AREAS METAL ELEMENTS.

DEPARTMENT OF CITY PLANNING

810 Union Street, Room 508
Norfolk, Virginia 23510

Telephone (757) 664-4752 Fax (757) 441-1569

(Revised December, 2014)

REQUIRED ATTACHMENTS

- Check for **\$5** made payable to Treasurer, City of Norfolk,
- **If waivers are requested**, additional analysis will be needed; which will require an additional fee of **\$100**.
- Description and details of proposal.
- Two 8½ x 14 inch copies of a survey or site plan drawn to scale showing:
 - Existing and proposed building structures
 - Driveways
 - Parking
 - Landscaping
 - Physical and architectural relationships to surrounding development
 - Location, access, and egress, and site design of parking serving the principal use(s)
 - Pedestrian circulation on and near the site, including pedestrian connections between the designated parking and principal use(s)
 - Location and character and continuity of any open space and landscaping on the site.
 - Location and dimensions of onsite signage
 - Please provide the names and addresses of all professional consultants advising the applicant in the proposed development

CERTIFICATION:

I hereby submit this complete application and certify the information contained herein is true and accurate to the best of my knowledge:

Print name: CORNER SHOPS, LLC
By Jefferson S. Cooper Sign: Manager 3/18/16
(Property Owner or Authorized Agent Signature) (Date)

Print name: Robin Thomas Sign: [Signature] 3/18/16
(Applicant or Authorized Agent Signature) (Date)

Consultants VHB - civil engineers.
Robin Thomas Architects - Architects.

DEPARTMENT OF CITY PLANNING

810 Union Street, Room 508
Norfolk, Virginia 23510
Telephone (757) 664-4752 Fax (757) 441-1569
(Revised December, 2014)



To: Jeff Cooper

Date: March 17, 2016

Memorandum

Project #: 33845.052

From: Kirsten Tynch, PE, PTOE

Re: Starbucks at Corner Shoppes

This memorandum provides an assessment of trip generation (site generated traffic volumes) and traffic impacts related to a proposed Starbucks development, located at the northeast quadrant of Colonial Avenue and 20th Street in Norfolk, Virginia.

Project Background

A Starbucks coffee shop is proposed on the northeast corner of Colonial Avenue and 20th Street in Norfolk, Virginia. The development is planned to be 1,800 square feet (sf) and is expected to have three full access driveways: one on 21st street north of the site, one onto Colonial Avenue west of the site and one onto 20th Street south of the site as shown in the figure below. Its estimated year of opening is 2016.



Figure 1. Proposed Starbucks layout

4500 Main Street
Suite 400
Virginia Beach, VA 23462-3361
P 757.490.0132

Trip Generation

Trip generation for this site was developed using the 9th Edition of the *Institute of Traffic Engineers (ITE) Trip Generation Manual* for Coffee/Donut Shops with Drive-Through Windows (Land Use Code 937). This type of development usually experiences a high level of pass-by trips. A pass-by trip is when a driver makes an intermediate stop on his or her way to their primary destination. The *ITE Trip Generation Handbook* provides a pass-by rate of 89% for a coffee/donut shop with a drive thru but no indoor seating. Since a pass-by rate was not provided for a coffee/donut shop with a drive thru and indoor seating, a conservative pass-by percentage of 50% was used for this analysis. The trip generation is shown in Table 1.

Table 1: Trip Generation

Land Use	ITE Code	Size	Units	Daily	AM Peak Hour			PM Peak Hour		
					Enter	Exit	Total	Enter	Exit	Total
Coffee/Donut Shop with Drive-Through Window	937	1,800	SF	1,473	90	93	183	33	32	65
Pass-By Trips	%									
Coffee/Donut Shop with Drive-Through Window	50%				45	47	92	17	16	33
Total New Coffee/Donut Shop with Drive-Through Window		1,800	SF	1,473	45	46	91	16	16	32

Reference: Trip Generation, 9th Edition, Institute of Transportation Engineers, Washington, DC. 2008.

Trip Distribution

The Starbucks is expected to serve the surrounding community with the majority of patrons arriving from 21st Street and along Colonial Avenue. Based on the existing traffic volume, 20% of the projected traffic is assumed to come from the east on 21st Street, 15% from the west on 21st Street, 30% of the traffic is assumed to come from the south on Colonial Avenue, 10% from the north on Colonial Avenue, 15% from the east on 20th Street, and 10% from the west on 20th Street. Pass-by trips are assumed to occur from all directions.

Traffic Capacity Analysis

A traffic capacity analysis was conducted at the intersection of Colonial Avenue and 20th Street. Existing conditions were derived from counts conducted on Tuesday, March 15th, 2016 from 6:00 AM – 9:00 AM and Wednesday, March 16th, 2016 from 3:00 PM – 6:00 PM. Due to the projected opening of the establishment in the 2016, a background growth rate was not included in the analysis.

The trips generated by the Starbucks were distributed to the surrounding roadway network based on existing travel patterns and were added to the existing traffic volumes. Synchro Version 9.1 was used to analyze the level of service (LOS) and delay for the existing and build conditions. Table 2 shows the level of service and delay for the existing and build conditions for the AM and PM peak periods. The change of delay by movement and intersection are also shown.

Table 2: Level of Service and Expected Delay

Intersection & Movement	AM Peak			PM Peak		
	Existing (2016)	Build (2016)	Change in Delay per Vehicle (seconds)	Existing (2016)	Build (2016)	Change in Delay per Vehicle (seconds)
Colonial Avenue & 20th Street	Level of Service (LOS) - Delay/Vehicle (seconds)					
20th Street - Eastbound	B - 14.9	C - 15.7	0.8	C - 24.6	D - 25.6	1.0
20th Street - Westbound	C - 22.3	C - 23.2	0.9	E - 41.6	E - 43.6	2.0
Colonial Avenue - Northbound	A - 0.8	A - 0.8	0.0	A - 0.8	A - 0.8	0.0
Colonial Avenue - Southbound	A - 1.6	A - 1.5	-0.1	A - 1.4	A - 1.4	0.0
Overall Intersection	A - 6.1	A - 6.2	0.1	B - 11.9	B - 12.3	0.4

As shown in Table 2, the traffic generated by the Starbucks is expected to have minimal impact on the intersection of Colonial Avenue and 20th Street. The greatest expected impact is on the westbound approach in the PM peak where the anticipated increase in delay is 2.0 seconds per vehicle. The low level of service experienced in the PM peak for this westbound approach is due to the existing traffic and not the proposed Starbucks. All other movements and periods operate within acceptable levels of service.

Markowski, Kimberly K.

From: Simons, Matthew
Sent: Wednesday, June 01, 2016 12:41 PM
To: Markowski, Kimberly K.
Subject: FW: GBA regarding Starbucks proposal for Corner Shops LLC
Attachments: GBA re Starbucks 06012016 final.docx

Kim,
Can you please add the attached letter from GBA to the City Council packet for the proposed Starbucks at 2000 Colonial Avenue.

Thanks,

Matthew Simons, AICP, CZA, CFM
City Planner II

757-664-4750

From: Douglas Knack [mailto:dougknack@howardhanna.com]
Sent: Wednesday, June 01, 2016 12:25 PM
To: Daughtrey, Breck
Cc: Simons, Matthew
Subject: GBA regarding Starbucks proposal for Corner Shops LLC

Gentlemen,

Attached is a letter from me, on behalf of the Ghent Business Association, regarding our position on the proposed Starbucks Drive-thru at Colonial Avenue and 20th Street. Will be sending a hard copy as well.

If you have any questions, please feel free to contact me.

D

Please note new email address and company name below, and please change your records!

Douglas E. Knack
Howard Hanna
2204 Hampton Blvd
Norfolk, VA 23517

757-625-2580 (office)
757-408-5556

dougknack@howardhanna.com

Licensed in Virginia



June 1, 2016

The Honorable Paul Fraim and City Council of Norfolk
1006 City Hall Building
810 Union St.
Norfolk, VA 23510

Dear Mayor Fraim and Council;

At a special board meeting this morning, the Board of the Ghent Business Association has voted to drop it's opposition to the Starbucks Drive-thru proposal by Corner Shops LLC at the intersection of Colonial Avenue and 20th Street.

This has been a longer process than we had hoped, but it brought about a great deal of needed conversation by the Board on how to proceed so that we accomplish our mission to make Ghent a great place to Live, Work and Play.

There are still legitimate concerns about the project and we are asking that City Staff study the traffic management and impact at the intersections of Colonial Avenue, 21st Street and 20th Street. The Ghent Business Association has concerns about the impact of the added traffic generated by the proposed drive-thru as it relates to vehicular and pedestrian traffic at these already very congested intersections. We would value the review of the City's Traffic Engineers and their recommendations on how we best minimize any negative impact.

As an Association, we continue to be opposed to food and beverage drive thru in the PCO District. This vote doesn't change that view, and our goal remains to make the Ghent Business District very pedestrian friendly.

With that said, the Board of the Ghent Business Association has arrived at a good decision, based on what we feel is in best interest of the business community we call home.

Sincerely,



To: Jeff Cooper

Date: May 20, 2016

Memorandum

Project #: 33845.02

From: Kirsten Tynch, PE, PTOE

Re: Starbucks Access & Egress

A concern has been raised regarding the impact of queuing in the northbound direction at the intersection of 21st Street and Colonial Avenue on traffic leaving the proposed Starbucks drive thru. The expressed concern was traffic may back up in the drive thru lane if drivers can't exit onto Colonial Avenue due to the queuing caused by the signalized intersection at 21st Street, and therefore, the entrance on Colonial Avenue should be converted to a right in/right out.

Based on the site layout and the availability of alternative access/egress points for the shopping center, VHB feels the drive thru traffic will not be significantly impacted by any proposed queuing on Colonial Avenue and that a right in/right out entrance on Colonial Avenue is unnecessary. As shown in Figure 1, there are three (3) existing access and egress points for the shopping center. Potential queuing on Colonial Avenue would be visible from the Starbucks drive thru lane. Vehicles in the drive thru will have the option to turn left and wait for the queue to clear or turn right and use either of the exits onto 21st Street or 20th Street. Based on VHB's experience in commercial development and traffic engineering, drivers will take the easiest route and will utilize the exits on 21st Street or 20th Street rather than wait in a queue. Therefore, VHB does not believe a right in/right out entrance should be constructed along Colonial Avenue.



Figure 1. Alternate Egress Patterns Due to Queuing on Colonial

4500 Main Street
Suite 400
Virginia Beach, VA 23462-3361
P 757.490.0132

Simons, Matthew

From: Straley, Matthew
Sent: Wednesday, March 16, 2016 12:44 PM
To: 'info@ghentva.org'; 'Emily Birknes'; 'ted@nusbauminsurance.com'
Cc: Whibley, Terry; Winn, Barclay; Wilson, Denise; Simons, Matthew
Subject: new Planning Commission application
Attachments: Starbucks.pdf

Ms. Birknes and Mr. Enright,

Attached please find the following applications at 2000 Colonial Avenue, unit 12:

- a. Special exception to operate a commercial drive-through.
- b. 21st Street Pedestrian Commercial Overlay (PCO-21st Street) development certificate.

The item is tentatively scheduled for the April 28, 2016 Planning Commission public hearing.

Staff contact: Matt Simons at (757) 664-4750, matthew.simons@norfolk.gov

Thank You.

Matthew Straley
GIS Technician II



City Planning
810 Union Street, Suite 508
Norfolk, VA 23510
757-664-4769

Connect with us:
www.norfolk.gov





Ghent Neighborhood League

Friday, May 20, 2016

Dear Mr. Homewood,

In the March 17, 2016 Ghent Neighborhood League general meeting, Mr. Jefferson Cooper and Ms. Robyn Thomas presented to membership the application: "Starbuck's - Drive Thru" dated 3/14/2016.

Prior to the general membership meeting, the GNL Development Committee met with Mr. Cooper and Ms. Thomas. The GNL's preliminary review of the application resulted in a recommendation that the GNL not support the application, for reasons that included traffic concerns at the proposed location, the precedent this application would set for other Drive Thrus in Ghent, and, in general, the move away from a pedestrian-friendly neighborhood to one that encourages cars. The GNL Development Committee's opposition to the application was stated in the general membership meeting.

A full membership vote was advertised in an e-mail blast to membership, on the website and Facebook page. The vote was split with 15 members voting to approve the application, 10 members voting to oppose the application, and 2 members abstaining.

Since the March 17th meeting, three (3) members, who voted to approve the application, have contacted me, requesting to change their votes in favor to votes in opposition. I suggested to each of those individuals that each should contact you with the requested change.

Sincerely,
Emily Birknes
President, Ghent Neighborhood League

Cc Mr. Jefferson Cooper
Mr. Matthew Simons
Ms. Robyn Thomas

Simons, Matthew

From: Richard Ottinger <ROttinger@vanblacklaw.com>
Sent: Monday, May 23, 2016 9:22 AM
To: Simons, Matthew
Subject: Ghent Starbucks

Matthew –

I am a resident of Ghent (534 Pembroke) and am very much in favor of the re-development of the space at the corner of Colonial and 20th to include a new Starbucks with a drive through.

Regards, Richard
Richard Ottinger
Vandeventer Black LLP
500 World Trade Center
Norfolk, VA 23510
(757) 446-8673

This email may contain confidential or privileged information. If you are not the intended recipient, please advise by return email and delete immediately without reading or forwarding to others.

Simons, Matthew

From: jrcrump3@gmail.com
Sent: Tuesday, May 24, 2016 3:43 PM
To: Simons, Matthew
Subject: New Starbucks

Dear Mathew,

I live at 1117 Westover Ave in West Ghent and I am writing you to voice my support for the proposed relocation of the Starbucks on 21st. I further note my support of a drive thru for that cafe.

A new Starbucks, with a drive thru, will be an asset for the neighborhood.

Thank you for sharing my support with the Planning Commission and the City Council.

Sent from my iPad

Sent from my iPad

Simons, Matthew

From: Courtney Violette <courtney.violette@gmail.com>
Sent: Tuesday, May 24, 2016 6:51 PM
To: Simons, Matthew
Subject: Starbucks in Ghent

Dear Sir,

As a mother with small children, I appreciate the idea of a Starbucks with a drive through for Ghent. While in an ideal world I would always leisurely sit in a coffee shop and enjoy my java with a book, that's not real life. Any mom can tell you that most days you only have 2 minutes to do a little something for yourself... and on those days when your kids are hysterically crying in the car or you're stuck in the minivan while it's pouring rain, a Starbucks drive through would be a little piece of heaven.

I can't wait until the brewing begins - even in the drive thru line.

Please consider this when you make a decision regarding the Starbucks in Ghent.

Thank you,
Courtney Violette

WILLIAM L. NUSBAUM

1700 DOMINION TOWER
NORFOLK, VIRGINIA 23510
May 25, 2016

SENT VIA EMAIL TO matthew.simons@norfolk.gov

Norfolk Planning Commission
c/o Norfolk Planning Department
City Hall Building
810 Union Street, Suite 508
Norfolk, VA 23510

Re: Starbucks Ghent – 20th Street and Colonial Avenue

Dear Commissioners:

I write to ask the Planning Commission to approve the proposed relocation of Starbucks to 20th Street and Colonial Avenue. The relocation of their North Ghent neighborhood store from a mere half block away will provide reassuring continuity in the 21st Street corridor for this small anchor tenant – for that's what Starbucks is, given the extent to which a Starbucks' presence routinely outstrips its small footprint.

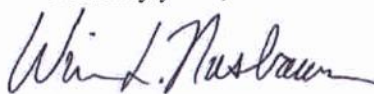
Starbucks' commitment to the community – both as a “third place” in its own right to which the community flocks, and also as a corporate citizen involved in the fabric of the community – is legendary. As a former president of Foodbank of Southeastern Virginia, I am very impressed with the support that Starbucks provides to the Foodbank. At Thanksgiving last year, 15-20 Starbucks employees prepared food for Foodbank clients, but what has really excited me is that earlier this year, Starbucks began donating ready to eat meals to the Foodbank on an ongoing basis. This is part of a very ambitious program called *Foodshare*, which Starbucks has launched nationally, to great acclaim. Additionally, Starbucks is generous with its employees, providing benefits like health insurance and tuition support.

I have known the developers, the Coopers, for many years and know that they are professional property managers with a real focus on growing Norfolk economically, and they have, over the years, epitomized that same deep dedication to our community's fabric that I've ascribed to Starbucks, giving generously of their time and money to local social services, the arts and educational non-profits.

Furthermore, as Colonial Place residents, my wife Sharon and I, along with a close friend, often walk to the current 21st Street Starbucks. We would hate to see 21st Street lose its Starbucks, and hope that soon, we will be able to patronize a new, pedestrian friendly, attractive Starbucks. Alternately, on those days when it's raining or for those parents with kids in tow, the drive through will be a great option, too.

In conclusion, both Starbucks and the Coopers are great corporate citizens, and the relocated Starbucks will be a terrific addition to the charming 21st Street corridor. Please approve the Starbucks application!

Cordially yours,



William L. Nusbaum

Simons, Matthew

From: skaufman@dollartree.com
Sent: Wednesday, May 25, 2016 4:46 PM
To: Simons, Matthew
Subject: Starbucks in Ghent, 2000 Colonial Avenue

To the attention of the Norfolk Planning Commission Members:

I am a Gold Club-level customer of Starbucks, a longtime resident of Ghent, and Vice President of Corporate and Supply Chain Human Resources at Dollar Tree; and I am writing in support of the proposed Starbucks for 20th Street.

Having responsibility for executive recruiting at a \$20 Billion retail organization, it is my job to attract senior management prospects from around the country to come to work at Dollar Tree. In this capacity I have learned the importance of showing candidates that this region has nationally recognizable, premium offerings for them here such as Starbucks, as well as locally owned and operated small businesses. I should also mention that the folks I recruit work long hours (as do I!) and therefore are fans of a convenience amenity like a drive-through on their way to work. These candidates are exactly the types of people we want to attract to live in wonderful areas of Norfolk like Ghent, and so I ask the Planning Commission to approve the proposed Starbucks relocation.

Sincerely,

Suzan Kaufman
502 Fairfax Avenue
Norfolk, Virginia 23507

Suzan M. Kaufman
Vice President of Corporate and Supply Chain Human Resources
Dollar Tree Stores, Inc.
757.321.5272
skaufman@dollartree.com

Simons, Matthew

From: Jennifer Eichert <jennifer@mermaidwinery.com>
Sent: Wednesday, May 25, 2016 4:39 PM
To: Simons, Matthew
Subject: Starbucks - 2000 Colonial Avenue, Norfolk

Dear Planning Commission,

I know you are extremely busy and I really appreciate your time. I'm writing to express my support for the Starbucks locating at 2000 Colonial Avenue in Norfolk. I've reviewed the plans and it looks like a beautiful addition to our neighborhood. It's really exciting to see a new construction project energize the Ghent community and get everyone talking about the future of this neighborhood. I hope that the men and women of the Planning Commission will vote in favor of this project.

Cheers!
Jennifer Eichert
Mermaid Winery
757.233.4155
330 W. 22nd Street, #106
Norfolk, VA 23517
www.mermaidwinery.com

Simons, Matthew

From: Benny Lebon <scoop252@icloud.com>
Sent: Wednesday, May 25, 2016 3:01 PM
To: Simons, Matthew
Subject: Star Bucks

I support a new Star Bucks on Colonial and 20th with a drive through. Seems to me to be a great assets to the community.

Sent from my iPhone

Simons, Matthew

From: David Beatty <David.Beatty@townebank.net>
Sent: Wednesday, May 25, 2016 1:46 PM
To: Simons, Matthew
Subject: Supporting the relocation of the Starbucks to the Long & Foster (vacant) building at corner of 21st and Colley

Dear Mr. Simon:

I am writing to you in support of the very practical relocation of the Starbucks to this site with its new drive-thru capability where there is a presently vacant building there in Ghent at 21st Street. That currently vacant building is a "blemish". "Starbucks" is a fantastic improvement for 21st Street.

I am a Norfolk resident and we now live at 7304 Shirland Avenue in Meadowbrook in Norfolk

The new Starbucks solves problems. Do not buy into the argument that it creates problems or that it would "disturb" the neighborhood. That is simply just "whining" and jealousy. The presence of and impact of a "drive thru" there at this new location is a welcome addition to the Starbucks product offering as none exists now in what is a arguably a "cul de sac" situation down the street and basically contributes to congestion there for lack of parking spaces. A drive through solves that.

This is a "win win win" proposition and, as a resident of Ghent for 19 years (1982 – 2000) just south down Colley Avenue at Warren Crescent just off the Hague, and a frequent visitor to 21st Street and shops then and today, I see it as a way to revitalize that center and to create "vibrancy" for that block that the present building there, formerly Long & Foster and a vitamin shop, has never contributed through its prior tenancies.

There is "precedent" for it too. I would also like to point out that while we were living in Ghent those years, a terrific upscale coffee shop, "First Colony Coffee", opened right in the location that is now housing "Sherwin Williams" in this center and that operation was very similar to and a "Starbucks" wannabe. That center is no stranger to coffee shops is my point. One was there before! And even having an existing one across the street with a drive-thru does nothing but help that current coffee shop as this would "float all boats" in terms of attracting coffee lovers to that location for all to share. It is about "demand" and "vibe" and Starbucks does it better than anyone else. Period.

Courteous coffee drinkers and "coffee house" aficionados will keep the night life activity going at that location where none exists now at that site. The Drive-thru will work just fine and it seems to me that it is a "red herring" offered up by jealous neighbors or a competitor to prevent upscale development.

Reasonable development is always welcome. No one should fear it. Embrace it. Manage it.
Thank you.
David

David J. Beatty
President
TowneBank Commercial Mortgage, LLC
Office: 757-628-6360
Fax: 757-623-5790
Cell: 757-681-1291

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Simons, Matthew

From: Cox Account <tforchas1@cox.net>
Sent: Wednesday, May 25, 2016 3:05 PM
To: Simons, Matthew
Subject: Starbucks relocation

I am writing to inform you I support the relocation of Starbucks to colonial Ave and 21st St. Thank you

Sent from my iPhone

Simons, Matthew

From: Alexandra Konikoff <alexandra.konikoff@gmail.com>
Sent: Thursday, May 26, 2016 9:07 AM
To: Simons, Matthew
Subject: New Starbucks In Ghent

Dear Mr. Simons,

I would like to take this opportunity to express my support to the proposed Starbucks development on Colonial Avenue in Ghent.

Being a resident of Ghent for the last 12 years, I strongly believe bringing to our community brands such as Starbucks that are committed to excellent service, creating jobs with benefits and corporate and social responsibility will help drive our city. I also believe that such brands make the area desirable for other businesses and promote a dynamic and competitive economy.

To be honest, Ghent has been we are lacking some of the commodities of downtown and having a window service would be most convenient for many. The development of this project will continue to energize the neighborhood and build bridges between Down Town, ODU, Wards Corner ultimately benefiting the whole area.

I sincerely trust that you will give your full consideration and support to this project. I remain available should you have any questions.

Alexandra E. Konikoff, Esq.

Simons, Matthew

From: Scott Konikoff <skonikoff@konikofflaw.com>
Sent: Wednesday, May 25, 2016 10:39 PM
To: Simons, Matthew
Subject: Proposed Starbucks on Colonial Avenue

Matt:

I wanted to take a moment to express my support for the proposed Starbucks development at the corner of Colonial Avenue in advance of tomorrow's planning commission meeting. As a resident of Ghent and an advocate for bettering our community, I believe the proposed Starbucks represents a welcomed stride towards a more pedestrian engaging environment in the 21st Street PCO. A larger urban site will raise the bar of the Ghent aesthetic and improve the indoor and outside meeting space for the dozens of social, student, professional, retiree and support groups within our neighborhoods. Such a development will fulfill the demand echoed by the GNL and the greater Ghent community for a contemporary and environmentally conscious store with window service. For these reasons, I am hopeful that tomorrow's meeting will yield a vote in favor of the project.

With my best regards,

Scott B. Konikoff

Scott B. Konikoff | Attorney at Law

KONIKOFF LAW, P.C.

Office: 757.648.8891 | Fax: 757.648.8896

Saint Paul Building, Suite 201

125 Saint Paul Boulevard

Norfolk, Virginia 23510

skonikoff@konikofflaw.com / www.konikofflaw.com

Beginning May 23, 2016, please note our new office location at the Saint Paul Building directly across the street from the Norfolk Circuit Court.

AFFILIATION DISCLOSURE: Konikoff Law, P.C. and Konikoff Title and Settlement LLC are both wholly owned and operated by Scott B. Konikoff. NOTICE: Information contained in this transmission to the named addressee is proprietary information and is subject to attorney-client privilege and work product confidentiality. If the recipient of this transmission is not the named addressee, the recipient should immediately notify the sender and destroy the information transmitted without making any copy or distribution thereof. DEBT COLLECTION NOTICE: One of the services of this law firm is the collection of consumer debt. If this correspondence is being delivered in connection with the collection of such debt, please be advised that all communications between the named addressee and this law firm may be used to collect the debt. If you dispute the existence of the debt, you are required to notify this office within thirty days of your receipt of this message. Evidence of the debt will be mailed to the debtor using the address provided by the creditor or this office, upon request of the debtor.

Simons, Matthew

From: Megan Merlock Gliniecki <megangliniecki@gmail.com>
Sent: Thursday, May 26, 2016 8:15 AM
To: Simons, Matthew
Subject: Starbucks on Colonial

Dear Norfolk Planning Commissioners:

I am a dedicated customer of Starbucks and I am writing in support of the proposed Starbucks relocation store in Ghent.

Each day I take my child to school at The Williams School in Ghent and I look forward to getting a cup of coffee at Starbucks in Ghent before heading to work as a professor at Virginia Wesleyan College in Norfolk. I would surely love the convenience of being able to take advantage of the proposed drive through on those days when my schedule is tight.

As a longtime fan of Starbucks, I wish to point out that the company is an excellent corporate citizen, offering health insurance and college tuition to its employees, and I understand from my conversations with staff at the Ghent store, that Starbucks will be increasing their number of employees the new store. Starbucks also helps local charities in Norfolk such as For Kids and Ronald McDonald House.

I think the proposed Starbucks will make a great addition to Ghent and I encourage the Commission to approve their application.

Thank you,

Dr. Megan Gliniecki
Virginia Wesleyan College
1584 Wesleyan Dr
Norfolk, VA 23502

Sent from my iPhone

Simons, Matthew

From: buzz crown <buzzcrown@verizon.net>
Sent: Thursday, May 26, 2016 2:53 PM
To: Simons, Matthew
Subject: Starbucks with drive thru colonial ave

Mr. Simons,

I own a quick service restaurant business on Colley Ave. in the Ghent section of Norfolk, and am writing to you to offer my support to the new Starbucks W/ Drive thru that is being proposed for Colonial Ave. Starbucks is a tough competitor, but at the same time, sets a high bar for customer service, employee relations, and aesthetic value. They are a company we surely try to emulate, and we welcome as a corporate neighbor.

In my opinion, wherever Starbucks goes, consumers follow and all business grows. Thanks so much for entertaining my note and I wish you all continued success.

Samuel T. Crown "Buzz"
CIH GHENT 2 LLC DBA Pita Pit
buzzcrown@verizon.net
757 348 2871

Simons, Matthew

From: Heather Bliss <heatherleebliss@gmail.com>
Sent: Wednesday, May 25, 2016 6:02 PM
To: Simons, Matthew
Subject: Starbucks Relocation

Dear Mr. Simons:

I am a resident of Norfolk (Colonial Place) and oppose the relocation of Ghent's Starbucks to 21st and Colonial. Not only do I feel the relocation that has been chosen is poor, but so is the addition of a drive-thru.

Ghent has a unique charm to it and adding such a drive through will distract from the character that Ghent has. I don't appreciate the drive throughs that are there now, but that is beyond the scope of this email. Furthermore, relocating Starbucks to 21st and Colonial does not support small business owners in the area by saturating a two block stretch of Colonial with two coffee houses.

To build a strong community we must support our small businesses and preserve the characteristics that make areas unique, which in turn will draw patronage and continued growth. I am hopeful that others share in my opinion and oppose this motion as well.

I appreciate your time and attention in this matter and please help keep Ghent special.

Kindest Regards,
Heather Bliss